

TO DO THE VANISHING ACT.

**THE MOON WILL BE ECLIPSED AN HOUR
AND A HALF THIS EVENING.**

**Every One May See the Shadow on the Face
of the Moon if it is Not Cloudy—Exception-
al Interest Taken in the Event by
Astronomers—Points to be Settled by
Observation—Show Begins at 4.31 P.M.**

It is not in the least surprising to learn that the gentleman who so long has held possession of the moon, and gazed providentially down upon less fortunate office-holders, in all kinds of weather, will vanish this evening for about an hour and a half. Scientific people say that the man in the moon will temporarily succumb to an eclipse, but this will not shake the conviction in the vulgar mind

As there are always people in the world who will meanly take advantage of a man during his absence, it follows that great preparations have been made for this evening. The Harvard Observatory is determined to add to its knowledge of eclipses, and the

But the spirit which prompts these learned bodies to step in during the moon's absence and almost steal the information cannot be sufficiently condemned. There is no evidence to show that the man in the moon is not a gentleman, refined and cultivated, and perfectly willing to be interviewed as to his

The eclipse this evening is said to be one of more than ordinary interest. The moon will be more completely out of sight than usual and will remain so for a longer period of time. Total eclipses as a rule do not last long, and there is very little opportunity for doing good astronomical work upon them. So that this is a rare occasion.

The delicacy which has prompted the gentleman in the moon to retire at such a rare position.

The eclipse will be visible to everybody here, which is a good thing to know, or there would be a general exodus to the Harvard Observatory or to Pulkowa, Russia. If the atmosphere be entirely free from clouds it will act as a refracting lens and throw light upon the immersed moon, which will thus look like a copper-colored disk.

There will be no ticket speculators to monopolize the best seats for the spectacle, thank goodness. The moon happens to be something like 238,818 miles from the earth, and even the ticket speculators cannot get there. The moon will rise eclipsed in these regions at 4.31 and will reach what is known as its total phase at 5.31. The middle of the eclipse will be reached at 6.20 P. M., total phase will end at 7.09 P. M., and the old gentleman will be himself again at 8.10 P. M.

Photographic observations of the moon's spectrum will be made, and its light will be measured during its transitions from the time it is fully displayed to the moment when it is totally immersed.

Altogether the eclipse this evening is an important event. It has not been "boomed" by advance agents or billed about the city as an attraction, but it is a spectacle that everybody can see and it permits each to become an amateur "observer" on his own account.

Sluggish No Name for It.
[From Texas Siftings.]
Physician (after diagnosing the case of a prize fighter indolence)—I find that the circulation of your blood is sluggish, and—
Prize-fighter (enthusiastically)—Sluggish! You kin get your sweet life, Doc, it's sluggish; and if I don't knock out that big English duffer in three rounds my name ain't Bill Slogger, of Slog County, and I can't stand grief!

The World is THE " Want " Medium

A Comparison:

Total Number of " Wants " published in The World during 1887.....	602,391
Total number in Herald...	438,476
Excess of World over Her-	

ald.	163,915
Number of columns of "Advt." in World during 1887.	16,970
Number of columns in Herald.	9,921
Excess of World over Her- ald.	7,049

793 ANSWERS!

What One "Want" Adv't Did—A
Unsolicited Testimonial.

MUTUAL UNION Ass., ROCHESTER, June 13, 1897.

DEAR SIR: Our three-line advt. in your Sunday issue of June 8 flooded me with letters all the week. We have tabulated the number, by States, received up to noon to-day, with the following result:

New York, 300; Ohio, 13; Massachusetts, 10; Pennsylvania, 62; Connecticut, 47; Delaware, 37; Maine, 24; Canada, 21; Washington, 17; Maryland, 78; Virginia, 13; Indiana, 9; Vermont, 8; Illinois, 1; New Jersey, 1; New Hampshire, 1; New Mexico, 1; Oregon, 1; Virginia, 4; miscellaneous, 9, making a total of 793 letters. Of our advertisement, only one in the New York WORLD, with a few more States to hear from.

THOS. LEAHY, General Manager.

WHY HE PREFERS "THE WORLD"

A Man with Property to Sell Relates His Advertising Experience.

To the Editor of The World:

On the 6th of December I sent two letters—one to THE WORLD and one to the Herald, just alike, with a three-line advertisement and a five-dollar bill in each, with the request to insert daily \$5 worth. THE WORLD gave me six insertions and 50 cents

change. The *Herald* spread out the lines, published it once and kept the \$5. I got from THE WORLD advertisement twenty letters and five calls from the *Herald* two letters from agents. I am well pleased with THE WORLD and the result of my advertisement, as I have a number who wish to buy my cottage. I have taken THE WORLD three years, although I am a Republican and expect to remain one.

Yours respectfully
W. G. SINGH,
Residence Park, New Rochelle, N. Y., Jan. 6

Still Another.
J. & R. LAMB, 59 CARMINE STREET,
NEW YORK, Jan. 15, 1885.
To The World Office.
DEAR SIR: Wishing to obtain a shorthand note
writer we placed an advertisement in the
Herald of Jan. 8, at a cost of 75 cents, and received
24 replies; in THE WORLD of Jan. 8, at a cost of 7
cents, and received 115 replies.
We feel called upon to mention the fact, as we
have been asked how we would have sold the difference
between the two papers.

WORLD OF AMERICAN, AUSTRIAN, & EUROPEAN